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# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVIII No. 2

JULY 15, 1933

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—Courtesy A. B. Morse Company,  
Horticultural Printers, St. Joseph, Mich.

ROCK GARDENING, which has but recently attained widespread popularity, has been termed "the most intriguing of all forms of gardening." Whether the rockery be small or large, "the first essential of a real rock garden", says F. F. Rockwell in his book on Rock Gardens, "is that it shall look natural." Two large groups of plants, the Sedums and the Sempervivums provide many species suitable to be grown among rocks. (See page 15).

39 STATE ST.



ROCHESTER, N. Y.

### American Fruits Publishing Co.

## AMERICAN NURSERYMAN ---- July 15, 1933

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER  
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVIII

ROCHESTER, N. Y., JULY 15, 1933

No. 2

## Rock Gardens and Selection of Plants Therefor

By Furman Lloyd Mulford, Associate Horticulturist, Division of Horticultural Crops and Diseases, Bureau of Plant Industry, U. S. Dept. of Agr., Washington, D. C.

THE background or setting for the rock garden varies greatly, because of the topography and character of the country and not because of the latitude. In a rough, rocky country rock-garden sites are sometimes found almost ready-made but in other sections they must be created from materials collected for the purpose. In the latter case great care is necessary in order to produce a result that does not look forced or out of place. When building a house on a rocky hillside it may often be possible to reserve an adjacent area that, with but little modification, may be made into a most attractive garden. Even old quarries can be and are converted into attractive gardens. Where, however, such features have to be built, it takes a good student of nature to reproduce naturalistic rock ledges and other stone outcroppings. Boulders (rounded, waterworn stones) may be scattered over a gentle slope, whereas on a steeper slope the stones must be placed close together, at some points even resting on one another. Even rock walls may be part of a rock garden.

### Selection of Plants

Low-growing plants are of first importance for the rockery; their actual height, however, may vary much. Where a large quarry is developed into a rock garden, mountain laurel and other woody plants of similar height may have a place, while plants 2 feet high, such as columbines, may be too tall in a rock border. The character of the rockery and the scale on which it is developed both have their influence. Plants to be viewed at close range should be smaller and more dainty than those to be seen from a distance. Large plants are often desirable in forming the background against which the smaller ones may be seen. Large plants around a rock garden may be necessary to give the seclusion that is a desirable attribute of every garden; in other places they may provide the proper setting against which the details may be seen, although in both cases they would be distinctly out of place in the rockery itself.

Permanent plants are usually used, although annuals are often very useful in beginning the rock garden. Because rockeries are more likely to be naturalistic than formal, the plant material used is generally expected to be of relatively permanent character, as, for example, herbaceous perennials and dwarf woody plants. Often the plants native to any section of the country can be used more appropriately than those that are introduced.

Two large groups of plants, the Sedums and Sempervivums, provide any species suitable to be grown among rocks. Many of these will grow to the northern boundary of the United States, even on the Great Plains, while others succeed only where the winters are not extreme. Probably more species of Sedum than of Sempervivum will withstand extremely cold weather. Some grow to a height of 18 inches to 2 feet, but most are from 4 to 6 inches high. The Sempervivums grow mostly in clusters or rosettes; the Sedums trail over the rocks and especially along the crevices. The best-known Sempervivums are probably the various houseleeks

such as the "hen and chickens." The well-known Sedums are the stonecrops, gold-moss, love-entangle, false houseleeks, and liveforevers. Among other plants that are adapted to a wide range of country, including places subject to rather severe droughts, are the perennial Alyssums; some of the mouse-eared chickweeds, including snow-in-summers (*Cerastium tomentosum*); some of the early-flowering low-growing phloxes such as *Phlox amoena*, *P. divaricata*, and *P. subulata*, dwarf irises in variety; and many of the *Aquilegias* or columbines.

Some of the plants well suited to shaded situations in the northeastern United States and in the Puget Sound region are the forget-me-nots or *Myosotis*, bluebells or *Mertensia*, the polyanthus primroses, the dwarf saxifrages, the various columbines, the *Campanulas* or bellflowers, ferns, and many of the native wild flowers, such as wake-robin, bishopscap or miterwort, alumroot, squirrelcorn, dutchmans-breeches and many others.

Among the plants that may be especially suggested for sunny situations in the northeastern United States are many of the *Campanulas* or bellflowers, many species of *Dianthus* or pinks; *Anemone pulsatilla*, *Aubrietia deltoidea*, *Iberis sempervirens* or evergreen candytuft, lavender, the large-flowered *Physostegia*, the more dwarf *Polemoniums*, and the dwarf *Veronicas* or speedwells.

In dry regions various cacti are principally depended on, supplemented especially by many of the Sedums and Sempervivums. A few cacti will stand much cold, though many are relatively tender. *Lippia canescens*, like the cacti, is suited to a warm dry place, but it will stand a temperature of 17° F. or slightly lower. The common periwinkle will stand a surprising amount of dry weather.

Herbaceous perennials are handled in rock gardens in the same way as in other gardens. Their care is discussed in *Farmers' Bulletin 1381, Herbaceous Perennials*. Some of the plans mentioned in this article are also discussed more fully in that publication.

### "Babcock" New Peach

While Southern California's mild winter climate does attract tourists, the lack of freezing temperatures makes difficult the production of certain types of deciduous fruits, particularly those indigenous to the north temperate zones. They do not always lose their leaves in late fall, as well behaved deciduous trees should, and as a consequence, they are weakened, and produce little or no fruit the following spring. This trouble is called "delayed foliation".

For many years, research authorities have worked on the development of varieties of peaches resistant to delayed foliation. It was found that varieties native to South China, such as the old favorite "Saucer" peach, were resistant, and crosses were made with this variety as one parent and standard commercial varieties now grown in California as the other.

After several years of work, George P. Weldon, pomologist at Chaffey Junior College, Ontario, California, introduced this year the "Babcock" peach, this variety be-

ing developed from seedlings received from the University of California, which instituted the search for delayed foliation resistant varieties over 25 years ago.

The Babcock peach is spherical to ovoid-spherical, with a diameter of two and three-eighths to two and one-half inches. Of red color, it is a white-fleshed freestone, the color developing strongly as early as June 9. The Babcock is very sweet, mild and has a pleasing aroma. The flesh remains crisp until ripe. Fruit picked about June 20 ripened well in forty-eight to seventy-two hours—and maintained its hardness for at least two weeks. A striking characteristic of the Babcock peach is that if left on the trees for a time after color begins to develop, it increases in size without becoming overripe and clings with such tenacity to the trees that seeds have been found still fastened to the branches even after birds had eaten away all the meat.

Thus far the Babcock has not been grown on a commercial scale, but within a few years, it is believed, there will be considerable acreage planted to it. Bud wood of the peach has been distributed free to several growers and Nurserymen and the latter have already begun the propagation of trees of the new variety.—"Southern California Crops"

### Offers Propagation Rights

The Columbia & Okanogan Nursery Company, Wenatchee, Wash., announce a new departure in the Nursery business. On December 20, 1932, they received a plant patent on a new peach which was named the Candoka (Plant Pat. No. 51). They are now offering sales and propagation rights of this new peach to the Nursery trade. This is the first plant patent issued, we believe, in which the owner has offered propagation rights to the trade, thus making it possible for other Nurseries besides the introducer to grow and sell the trees.

Plant Patent No. 60, for a strawberry, issued to Carl E. Schuster, Corvallis, Ore., was dedicated by mesne assignments to the People of the United States of America.

### Spray For Budmoth

A midsummer spray containing three pounds of lead arsenate or one pint of nicotine sulfate in 100 gallons of spray mixture, or a combination of these two materials, applied about the middle of July or early in August will give protection against the summer brood of budmoth caterpillars and will materially reduce the winter carry-over of this insect. Growers are warned, however, that as a result of recent rulings of the Federal Food and Drug Administration with regard to spray residues on orchard fruit, those who do not intend to wash their fruit should avoid the use of summer sprays containing lead, arsenic, or fluorine compounds.

**Plant Patents**—If you are interested in procuring a list of the 59 plant patents issued up to date, send 3c stamp to cover postage, with your request, to **American Nurseryman**, P. O. Box 124, Rochester, N. Y.

# How Science Fights Plant Insects and Diseases

Development of Methods of Chemical Warfare in Agriculture Is One of the Most Interesting Phases of Modern History

**M**ORE money is spent in chemical warfare on insects in the United States than is spent on the maintenance of our army, yet few persons realize the importance of the great battle on the insects that is being waged each year in this country, points out a statement of the Bowker Chemical Co., leading maker of insecticides and fungicides in this country. In one year close to 40,000,000 pounds of calcium arsenate was used to fight the boll weevil; 20,000,000 pounds of arsenate of lead to fight the codling moth on apples, and other insects; 3,000,000 pounds of Paris green were sprayed to check the ravages of bugs on potatoes and other crops.

The annual meal of insect pests in the United States runs about one billion dollars. If allowed to develop unchecked insects would soon threaten our national food supply. Their numbers are incredible. A billion insects may be found on a single acre of crops. Each insect is capable under favorable conditions of breeding millions of descendants in a comparatively short time.

Science is constantly seeking to devise new methods, new chemicals, to combat these pests, as well as plant diseases, which rob agriculture of a very substantial part of the crops. The origin of our common fungicides and insecticides is of interest from many points, one of the most interesting being the fact that modern education and methods of distribution enable the public to benefit by discoveries much more rapidly today than ever before.

Sulphur was used as a wettable sulphur for the control of fungus in 1831, but its use was not widely recognized until 1848 when the Oldium disease of the grape recently introduced from America became a pest in European vineyards and its general use did not start in America until around 1900 when its use in the control of the recently imported San Jose scale was demonstrated and it was not until 1905, at the Experiment Station at Geneva, N. Y., that Profs. Parrott, Beach and Sirrine recommended lime sulphur solution as a fungicide although lime sulphur solution had been known since 1852.

Pyrethrum was recommended as an insecticide in 1828 by an Armenian named Juntikoff, but its use did not greatly exceed that of hellebore for almost a century when fly sprays and Pyrethrum extracts came on the market.

Nicotine in the form of a water extract of tobacco was recommended by an Englishman named Colliston in 1846, but its use did not become general until around 1900 when the concentrated extract in the form of Nicotine sulphate came on the market.

Derris was first recommended as an insecticide by an Englishman named Oxley in 1848. It had then been in use for the control of insects and as a fish poison by the Chinese for centuries, but its wide use as an insecticide in America dates less than two years back.

Paris green has been used as a pigment for a very long period. The methods of manufacturing it were among the most prized secrets of the old time colormakers. About 1867 or 1868, unusual orders for Paris green came to the manufacturers of it and inquiry revealed that farmers were dusting this "poison shutter paint" on their potato vines to kill the potato beetle which was then threatening the very existence of the potato crop in America. Who used it first or when or where is still a mystery, continues the statement of the Bowker Chemical Co. It was the first arsenical used and for over twenty years was almost the only poison used for the control of the Colorado potato beetle.

A mineral oil emulsion was described by W. S. Barnard in 1880 but mineral oil was not used in a large way until about 1902 for the control of San Jose scale and not generally used until around 1920.

Bordeaux mixture was developed as a fungicide by Prof. Millardet of Bordeaux,

France, in 1882, after observing the action of a paint made up of copper sulphate and lime which was smeared on grape leaves to give the impression that they were poisoned. The vines smeared with this warning paint were protected from fungus. From this observation Prof. Millardet developed Bordeaux mixture. The use of Bordeaux mixture spread rapidly all over the civilized world and led to the development of Pyrox by William H. Bowker, about 1900.

Cyanide was first used as a fumigant by S. W. Coquillette in California in 1886. The use of cyanide for fumigating spread as rapidly as had Bordeaux mixture all over the world, showing the advantages of modern factory and sales methods. Modern communication and a better general education in the rapid spreading of new and valuable methods of insect and disease control, have stimulated the use of fumigants.

Lead arsenate was developed by F. C. Moulton, a chemist in the employ of the U. S. Government. The use of lead arsenate spread rapidly and in ten years was the most widely used of any arsenical compound. Basic lead arsenate made under special formula by the Bowker Chemical Company is now the oldest brand of lead arsenate in the world.

Mercury seed disinfectants were first tested and reported on by E. Wuthrich, a German in 1892. From the discovery by Herr Wuthrich of the unusual qualities of mercury in the control of seed-borne diseases the various mercury seed disinfectants have been developed.

Calcium arsenate was made in a crude way about 1907, but the product was unfit for either spraying or dusting on account of it containing too much water soluble arsenic. In 1912 George R. Riches, who is associated with the Bowker Chemical Co., made the first calcium arsenate fit to use in spraying and dusting foliage. This material proved to be the specific for the control of cotton boll weevil and was, more than any other factor, responsible for the United States retaining its position as the world's largest producer of cotton. This position as the world's premier cotton producer was at that time seriously threatened by the cotton boll weevil. Within fifteen years of its development by Mr. Riches around 40,000,000 pounds of calcium arsenate was marketed per year in the United States.

Copper lime dusts were first made and used by George E. Sanders, entomologist for the Bowker Chemical Co. Some powders containing copper under the name of Davids Powder were used in England as early as 1890 but owing to cost and relatively low efficiency these dried Bordeaux powders did not find general use. It is of interest to know that Prof. Millardet, the discoverer of Bordeaux mixture, attempted to make a copper dust by mixing together monohydrated copper sulphate and air slacked lime, but the air slacked lime was not suitable for use with the monohydrate. There seems little doubt now that if Prof. Millardet had hydrated lime available then he and not Mr. Sanders would have invented copper lime dust.

The use of copper lime dust spread with almost as great rapidity as did that of calcium arsenate and within ten years of its invention in 1918 approximately 8,000,000 pounds per year of it was used in the United States.

## Soil-Saving Machine Invented

The invention of a machine which successfully prevents soil erosion and conserves moisture in soils has just resulted in the issuing of a public service patent to Raymond H. Davis, soil erosion specialist of the United States Department of Agriculture. The machine combines an ordinary cultivator with a set of shovels which dig about 10,000 holes an acre, giving a wafflelike appearance to fields. It was used successfully in Kansas and later in

the Palouse wheat belt, near Pullman, Wash.

This machine has completely controlled erosion on the principal soil of the Palouse country of Washington thus far when used on slopes up to 20 per cent, and has done much good on even steeper lands with highly erosive soil, reports H. H. Bennett, who is in charge of the soil-erosion activities of the Bureau of Chemistry and Soils. This machine makes it possible to retain approximately 2 inches of rainfall without damage to the land from soil washing and with much benefit to crops, especially in regions of light rainfall, through increased storage of moisture.

This method of conserving soil and water is being tested further in Oklahoma, Missouri, and Wisconsin with row crops such as cotton and corn. Use of the Davis soil-saving cultivator has materially increased the yields of wheat in western Kansas.

## Recent Plant Patents

Compiled by Patent & Technical Information Service, 1336 New York Avenue, N. W., Washington, D. C.

No. 67. June 20, 1933. Hybrid Tea Rose, Fred H. Howard, Montebello, Calif., assignor to Minnie Jones Howard, Montebello, Calif. The variety of hybrid tea rose herein shown and described, characterized particularly by its vigorous growth and exceptional producing powers, and its fragrant blossoms of large size, camellia-like form, and distinctive shades of intense red color.

No. 68. June 20, 1933. Snapdragon, Cecil C. Chamberlain, Chagrin Falls, Ohio. A snapdragon substantially as herein shown and described characterized and predominantly distinguished by a substantial reduplication of the corollalobes and a protrusion from the corolla-tube of additional petal-like elements.

No. 69. June 20, 1933. Carnation, Russell Engle, Kokomo, Ind., assignor to Thomas L. Knipe, Kokomo, Ind. A plant of the kind described characterized with blooms of the color shown having basically white petals, the edges of which are tinged with rosy magenta, the center petals being rather deep rosy magenta in color.

Also of interest is Patent No. 1,914,364. June 20, 1933. Method of Inbreeding and Cross-Breeding for Finer Qualities in Plants, William Eggert, Jr., Brooklyn, New York. The method of inbreeding and developing and intensifying in plants weak inclinations toward producing aromatic desirable properties through treatments of blossoms with appropriate and preferably fined blossom products, preferably with the addition of saccharine substances at the time of pollination of the blossoms under treatment.

The plant which is the product of blossoms of asexually reproduced plants treated as in claim 1, which may be evidenced by the better qualities of the extracts of the blossoms of the first-mentioned plant when used for perfuming, flavoring or medicinal purposes; and the succeeding generations from blossoms so treated and derived from plants capable of asexual reproduction.

## Quarantine Amended

An amendment modifying the packing materials quarantine becomes effective July 1. Under the new amendment the Plant Quarantine Administration will have power to make exceptions and to allow the entry of packing materials otherwise prohibited when there is convincing assurance that specific materials are not dangerous as pest carriers because they have been prepared, manufactured, or processed to make them safe.

Quarantine 69, which was approved February 20, 1933, bars from entry as packing material a considerable list of common packing materials, rice, straw, corn and allied plants, cotton and cotton products, sugarcane bamboo, plant leaves, forest litter and most soil. The amendment just announced will permit inspectors to allow such material to enter if there are exceptional circumstances which convince quarantine officials that the material is safe. The modification takes effect July 1, at the same time the quarantine becomes effective.

**Beauty Adds To Efficiency**—The Woodlawn Elementary School, San Antonio, Cal., a new school in 1930, was awarded first place in the local Yard and Garden Contest, just closed. Principal A. S. Bush has found that beauty in surroundings facilitates the efficiency of pupils in their studies.



# The Big Little Details in Letter Writing

And of Direct Mail Advertising—Application of a Few Simple Fundamentals Invariably Increase Returns, It is Found—By Ben Sweetland

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**L**ET'S start out with testing. You have a national proposition—you are going to reach out over the entire country—you want to know just what average percentage of returns you can expect. It would be expensive to send out hundreds of thousands of letters and find out that something in them should be changed in order to increase the pulling power. So—to determine the pulling power of a letter, you follow much the same method as the assayers do in determining the value of ore.

Ore is not of the same value throughout the mine. Here is a little streak that runs very high in precious metal. Over there is a streak not so valuable yet containing mineral sufficient for consideration. The miner takes pieces from all over the mine. He has them ground, pulverized, mixed together thoroughly and the sample taken from that gives him an average of the entire mine.

So you mail a thousand letters to southern communities, a thousand to eastern communities, a thousand to the north. After these returns are in, by using the same method as the miner uses, you get a very accurate average as to how your letter would pull throughout the country. Conducting such tests will often give you information which will be of great value in other respects. You might find in certain territories the returns are such that it would be profitable to eliminate that section. Or you might find that you could not use the same appeal in one location as another.

So in your direct-mail work, regardless of how well satisfied you might be with your letter or mailing piece, unless your initial list is small, **TEST IT**. Test it under all sorts of conditions so that you will know before you spend your large appropriation that it is going to pull. Often it is desirable to test different appeals; different prices; different terms.

## The Letterhead

In the first place, have it up-to-date. It's all right to have your letterhead convey the idea that your product has been known for fifty years or more but it isn't necessary to show an old man with a flowing beard or a wax mustache. You wouldn't like to wear the type of derby that was worn twenty-five or thirty years ago—and your letterhead doesn't like it, either. I believe when we see an old-time letterhead, we are inclined to feel that the firm using that letterhead is also using the same antiquated methods of doing business that were used at the time the letterhead was conceived.

If a firm has a very definite advantage to convey in stating the number of years it has been in business, it is all right to put that information into the letterhead design but it must be done in a modern way.

A man seventy years old wouldn't go down the street dressed as he did forty years ago—and yet he would be seventy years old. You can modernize an old product without in the least disturbing the stability of it or the stability of the firm behind it; if you show it in its old dress, the prospect is apt to get the idea that some other firm has something more modern. Sometimes a feeling of age is a detriment rather than an advantage.

Before you spend a lot of time ballyhooing about the age of a concern, find out just how much that fact would mean to your prospect. If it is a decided advantage, use it but don't let it wear whiskers.

It has been found by actual experience that it is not only desirable but necessary in a great many cases to change letterheads constantly. As an example, the New Process Company of Warren, Pennsylvania, use four, five, six or seven different letterheads every year. There are dozens of concerns who keep coming out with new types of letterheads. We don't always wear the same suit or the same hat, so clothe your selling message in new outfits occasionally. This same advice applies to envelopes.

It is stimulating to change your letter-

head and envelope occasionally—refreshing. It indicates a feeling that you are up on your toes—and also that you have used up that fifty-thousand letterheads that you ordered two years ago!

That brings me to a point of vital importance and that is what is known as the "Fifteen Second Test". Three or four years ago, by actual stop watch test, it was found that the average letter from the time it is picked up from the table or desk, until it is read or thrown in the waste basket, is fifteen seconds. The crisis is reached in fifteen seconds. Now then, that proves one thing very conclusively. Your letter must not only be interesting, it must look interesting. Your prospect cannot read a letter in fifteen seconds but he can look it over. So bear that in mind in designing your letterhead and in determining the physical form of your letter. Give it "flash appeal" so that it will pass the fifteen second test.

The next point I want to stress is to whom shall the letter be sent? I find it desirable, in the majority of cases, to address the letter to the firm rather than to an individual. Many times we think a certain man in an organization is responsible for buying certain commodities or service. This is not true in every organization. We might consider the advertising manager as the logical man when in fact the sales manager might have the say-so—and the advertising man might not have the courage to take it up with the sales manager and the prospect is lost. If you address your mail to the company, the one who sorts the mail will automatically send it to the proper person. The instances you hear of letters finding their way into the waste-baskets without even being opened is pretty much hokey.

## How About Postage?

This is probably going to be a blow to you but it will be a kind blow. You'll be glad to get it. Without exception, in every test that I have conducted since three-cent postage went into effect, 1½c postage has outpulled three-cent postage. I don't know why but I believe that when the prospect picks up a letter carrying 3c postage, he feels that it is important or the man

wouldn't have spent 3c to mail it. He opens it and if it is a form letter, he is disappointed and perhaps he throws it away. On the other hand, if it carries a 1½c stamp, he knows in advance that it is an advertisement and he probably opens it at his leisure and gives it more time than he otherwise would.

In an attempt to save postage, however, I do not recommend that you use an envelope with the flap stuck in. Use the penny-saver envelopes that have the appearance of being sealed. I don't know what the reason is but we like to see the flaps sealed.

## Timing the Arrival

For mail going to business houses, I would say that Tuesday, Wednesday and Thursday are the best days. Friday is not good because many of the tired business men are now getting in the habit of knocking off on Friday noon, to be gone until Monday morning. Then on Monday morning they have at least two days' mail to go over and if there is much advertising matter in it, they won't bother with it. Mail delivered in the afternoon is usually received without competition and in the homes, Saturday is usually a good mail-receiving day because they have more time to look it over—although I wouldn't attempt to say that one day is very much better than another for home mailings.

## Facsimile Signatures

You know as much about the signature-phase but I am going to give you one thought on this. I found that in reproducing facsimiles of hand-writing, the best results are obtained on the cheapest possible bond paper. The cheaper the bond, the less sizing there is in it and if the printer mixes his ink just as thin as he possibly can, the signature will look so much like handwriting that it will take an expert to tell the difference.

It is wise to have some of our letters go out under the signature of contact men or salesmen so that there is a personal contact between the salesman and the prospect before the call; also some under the signature  
(Continued on Page 22)

## Shenandoah Roses Grace White House Grounds



The above photograph was taken on the occasion of the presentation of one hundred of the finest varieties of everblooming hybrid tea roses made by Mr. and Mrs. Earl E. May and Miss Frances May to the President's wife, Mrs. Franklin D. Roosevelt, on April 23, at the White House. Mrs. Roosevelt graciously accepted the gift of roses,

which were then planted on the White House lawn by the gardener.

The group from left to right are: Earl E. May, Hon. Otha D. Wearin, Congressman from the Shenandoah, Iowa, district; Miss Frances May, Mrs. President Franklin D. Roosevelt; Mrs. Earl E. May, Mrs. O. D. Wearin, Miss Marion Christiansen, Secretary.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL  
PACIFIC COAST ASSOCIATION OF NURSEYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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ADVERTISING RATES ON APPLICATION  
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JULY 15, 1933

### Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

## The Mirror of the Trade

### TERMS AND CREDIT

Every now and then a Nurseryman writes to express his bitter feelings against the lax system of terms and credit that has been allowed to become so general throughout the Nursery trade. Nursery trade convention programs from year to year have brought forth addresses and discussions on the subject of Terms and Credit, but nothing very substantial ever seems to be done about it, generally, by the Nursery trade. In fact, as our latest correspondent says: "The matter seems to be getting worse. It was bad enough when Nurserymen paid only twice a year—June 1 and December 1. But now they don't even pay that often! Why, oh why, can't the Nursery trade be run on a regular business basis?"

Why not?—That is the question that has long been asked and about which it has been hoped something could be done. Of course, the Nursery industry, just like every other industry, has been hard hit—and consequently the usual twice-a-year payment periods have sometimes been passed over. The trouble is that when the expected June 1 payment cannot be made, many concerns entirely overlook the whole matter until the next semi-annual payment date—and then the account is already a year old.

It seems that right now would be a good time to adjust this whole problem of terms and credit—when many other problems are about to be adjusted. Start a new system of payment of accounts in thirty days. Begin on a set date and pay all accounts henceforth the new way. As for the old accounts that have been allowed to pile up, pay them off as promptly and as regularly as possible.

At the recent meeting of the National Association of Credit Men, Honorable Daniel C. Roper, Secretary of Commerce, gave a stirring address on the subject "Credit Tested By Crisis." In the course of his address Secretary Roper said:

"Assistance by the U. S. Department of Commerce in establishing agreements or codes of credit control for manufacturers and wholesalers has been proposed. The extensive research which has been carried on should enable the Department to help in the establishment of uniform rules and regulations governing such matters as the maximum period of time that credit should be extended—interest charges on past-due accounts—discounts allowed—the period allowed before accounts become delinquent—sales to delinquent accounts—financial statements presented for the purpose of securing credit—the dissemination of credit information pertaining to debtors through existing and new channels of information, etc.

"As the proponents of such credit codes suggest, while the unfair elements of competition are being eliminated the seller must learn not to oversell his customer, or to press upon him goods beyond his capacity to pay for, resell, or consume. The buyer, on the other hand, must learn to exercise restraint and not to strain unduly his credit facilities. Thus the problem, very plainly, is one of education.

"The Commerce Department is impressed by the suggestion that there has been a grave abuse of the unearned trade discount by failure to limit the discount within the accepted terms of contract in the industry. On occasion, the discount is increased as a subterfuge to avoid disclosure of price-cutting. Predating of invoices, carrying with it some of the features of a consignment business, when such practice is not normally followed in the industry, seems to warrant scrutiny. A general "selling of terms,"

instead of merchandising, is a tendency that may need correction.

"We need higher credit standards, uniform credit terms, coordination of credit-information sources, greater cooperation between debtors experiencing financial difficulties and their creditors, and orderly methods of liquidating insolvent concerns.

"There can be no doubt whatever that credit-control is a major factor in production control. Production-control can be fully successful only if credit-control is adequate, discerning, wise.

"The restoration of economic prosperity on a permanent basis cannot be accomplished until the abuses of credit have been eliminated."

### PRODUCTION CONTROL NECESSARY

Now that there has been so much talk about higher prices and the maintaining of price levels the question has been asked: "Is production control necessary now that commodity prices are advancing?"

Officials of the U. S. Department of Agriculture have made immediate and decisive answer as follows:

Inflation alone will not restore the pre-war purchasing power of the over-produced commodities. Higher prices caused by inflation alone may tend to increase production and to intensify the actual maladjustment between production and effective demand. Desirable as a rise in the general price level is, under existing conditions it must be accompanied by production control unless and until our normal markets are restored.

Without controlled production no price-lifting effort can possibly work; because if there is no control of production, the better price increases the next year's planting, and the greater harvest wrecks the price.

Exactly the argument advanced by all those who have given any thought to the subject at all. Production control must go hand in hand with any measure designed to maintain prices at a fair profit.

Canadian National Railways greenhouses have supplied 45,000 flowering plants this year for beautifying the grounds of their various railway stations throughout the Dominion. This represents an increase of 5,000 plants over last year.

### Unusual Exhibit

One of the outstanding exhibits at the Elmira, N. Y., Garden Club's annual Flower Show last month was a landscaped model home, by the Treeland Nurseries, Dansville, N. Y. The miniature exhibit was complete in every detail, even to the toy automobile in front of the garage. The exhibit attracted much attention.

### BLESSED ARE THEY

Blessed are they who plant only long-lived trees along our highways; future generations will appreciate their thoughtfulness.

Blessed are they who are owners of homes and show exterior culture to the passer by.

Blessed are they who appreciate God's greatest gift, flowers, for they will be Builders of Beauty.

Blessed are they who can show a visitor their back yards and help keep clean the adjacent vacant lot.

Blessed are they who keep the grass mowed, home bright and fresh with paint; praise from the populace will be their blessing.

Blessed are they who keep friends and neighbors from destroying our wildflowers.

Blessed are they who appreciate Nature and her gifts.

—The late Paul C. Lindley, in "Say it with Flowers," from "Wisconsin Horticulture."



## Nurserymen's Cooperative Association, Inc.

W. C. Griffing, Beaumont, Tex., Secy.

### What Is a Cooperative Organization?

A cooperative is an organization or association, usually an incorporation, composed of growers or producers of agricultural products, who bind themselves together into a cooperative association, controlled by laws covering such Corporations, as given out by the Federal Farm Board. The Federal Farm Board is a Federal Department closely associated with the Department of Agriculture, which helps such agricultural associations in effective merchandising of their products, in interstate and foreign commerce on an economical basis; also helps to put the agricultural industry on equality with other industries.

The Nurserymen's Cooperative Association is a corporation organized for the purpose of selling its members Nursery products, and returning to the producer-member their full share of money paid for the products by the consumer. By group selling, to eliminate individual competition, thus increasing the Nurserymen's bargaining power with the buyers; to aid the members in finding a ready market for their products, and in a general way, collectively work out the problems of interest to all Nurserymen. (See Govt. Bulletin No. 10, June 1932. "Cooperative Marketing of Agricultural Products.") (Public Act No. 450—69th Congress states "That when used in Act Creating a Division of Cooperative Marketing, the term 'Agricultural Products' means Agricultural, Horticultural, Viticultural, Dairy Products, Live Stock, and the products thereof, etc.")

### What Is Object of Cooperatives?

The Nurserymen of the Southwest saw the need for cooperation in 1932 when they had so many difficulties and problems facing them individually, working against their business and impairing their progress. In other words, large measures facing the Nurserymen in general that needed to be corrected, but too expensive for one to undertake alone, yet no commercial organization to act collectively. Their products needed to be stabilized, that is records kept of "Supply and Demand" in such ways as to control production to meet demands, thus stabilize the prices by the supply of the commodity. There needed to be a **Standardized System of Grading** among Nurserymen so as to control their system of uniform growing; therefore enable them to grade their products by **quality** instead of height alone—(adopting measures of height, width, shape and form of plant, etc.) and have signal of quality identification common to all Nurserymen and the public. (In other words, adopt a Regional and eventually a Nationalized System instead of every grower having his own method of grading for sales). Furthermore, these measures should

take the form of lawful standards just as "weights and measures" do for the public's benefit and protection; violations being subject to fine as in underweights, impure or mixed gasoline, etc. Besides these, there is need for legislative action for Nurserymen's protection, in cases of Taxes, Lower Freight Rates, Inspection, Etc. All of these were brought out in detail before the annual meeting of the Southwestern Nurserymen's Association in September 1932; and the Nurserymen virtually saw the need of such an organization. A committee of Nurserymen was appointed to work out the advisability of such an organization and the details of organizing the association.

With lack of funds for organization and marketing of the grower's Nursery stock, it was explained by Mr. Chas. H. Alvord, Regional Representative of Southern States Federal Farm Board, Washington, D. C. while at this convention, how such an organization could be organized, and money could be borrowed from the Federal Government with which to begin operations.

### Organization of Cooperative

The Nursery Committee appointed at the Southwestern Nurserymen's Association, with the help of the Federal Farm Board representative, employed an attorney, Mr. C. K. Bullard, Cooperative Attorney of Dallas, Texas, for the setting up of such an organization. The Corporation was proposed, without capital stock, having for its purpose the Production and Marketing of Agricultural, including Horticultural and Viticultural, Products. The committee adopted this plan and the Corporation organized under the cooperative Marketing Act of Texas, without capital or assets, and on a non-profit basis.

The Articles of Incorporation were passed on by the Nursery Committee, and was filed with the Secretary of State, Austin, Texas, on February 7, 1933, and a Charter granted the Corporation to do business, the same as other such chartered businesses.

The Corporation composed of grower-members are protected from liability as is not the case in partnerships. The Corporation can work out prices to regulate same cooperatively, whereas the state and national laws do not permit "price fixing" under the Anti-Trust laws.

The By-Laws were drawn up in proper form for the organization, being approved by Attorney Bullard. The same being proposed as required for similar forms of business. The By-Laws were adopted on March 14, 1933. The By-Laws are subject to amendments by majority vote of the members.

## Rose Mosaic Notes

The influence of rose mosaic on bloom production on such varieties as Madame Butterfly, Premier and Premier Supreme is to greatly reduce the production of salable blooms. It has been reported that the virus causing rose mosaic is transferred with difficulty to roses of the Pernetiana group. It is now believed that although actual transfer of the virus may be easily accomplished by budding, roses of the Pernetiana type fail to show typical symptoms in such striking manner under greenhouse conditions as do the varieties without Pernetiana blood.

Two cases of mosaic have been recorded on the variety Talisman, (Ophelia X Souvenir de Cladius Pernet), in which the infection has not influenced bloom production to a degree where the growers have become concerned. In order to determine the influence of mosaic infection on this variety, a lot of infected plants were obtained in April 1932 and planted in a ground bed. Another equal lot of apparently healthy plants selected from the same shipment was planted in an adjoining ground bed. During the first few months of growth, eight of the 36 plants selected as healthy showed mosaic symptoms, but since then no further evidence of the disease on the remaining 28 plants has appeared.

Production records on mosaic vs. healthy Talisman plants are complete for the year May 1932, to May 1933. Twenty-eight

non-mosaic-infected plants have yielded a total of 948 blooms or 35.86 blooms per plant with an average stem length of 11.35 inches. The forty-four mosaic infected plants have yielded a total of 1587 blooms or 34.49 blooms per plant with an average stem length of 10.63 inches. During the entire year the healthy bushes bore 3.5 per cent of malformed blooms known as bullheads, all appearing during the first three months of growth. The mosaic infected plants bore 9.0 per cent of such unsalable blooms, mostly appearing during the first six months of growth but with 2.9 per cent during the 12th month. The foliage on the mosaic infected plants was frequently so badly malformed that the blooms were unsalable, but this factor has not been taken into consideration in the above data.

These data seem to indicate that mosaic infection on the Talisman variety during the first year of forcing acts to increase bloom production very slightly, due to the fact that axillary buds normally remaining dormant are stimulated into growth. This is not an unusual reaction of plants infected with virus diseases. The average stem length is slightly less and the percentage of malformed blooms is greater.

These plants are being carried through a second season with identical data on bloom production being taken and in addition data on foliage symptoms as slight infection

## AMERICAN ROSE SOCIETY

G. A. Stevens, Harrisburg, Secy.

Prior to the annual meeting of the American Rose Society held in Boston at the Hotel Somerset on the evening of June 28, the Trustees had assembled in two executive sessions to transact business of the organization which did not require action by the whole body.

Invitations were received from the cities of Portland, Ore.; Des Moines, Iowa, and Cleveland, Ohio, for the next annual meeting. Portland, Ore., was chosen.

Numerous topics came up for discussion, including the proposed revision of the rules for judging roses at Flower Shows, the establishment of a committee on definitions or classifications of rose types, as well as a committee on hardiness and testing. Most of these matters were referred to committees to be appointed by the President.

The proposed national rose garden in the neighborhood of Washington, D. C. was discussed and further action referred to a committee established for that purpose.

At the annual meeting the action of the Trustee was approved. Medals won by the Joseph H. Hill Company, and Nicholas Grillo at the International Flower Show and the Philadelphia Flower Show last spring, were presented by President Richardson Wright, to Arno Nehrling representing the Hill Company, and to Mr. Grillo in person. A gold medal of the American Rose Society was also presented to Dr. J. Horace McFarland, past president and editor of the Society, for his devotion to this organization and his great effort on behalf of the rose in America.

The following officers were elected: President, Richardson Wright; vice-president, the Rev. Spencer Sulliger; treasurer, S. S. Pennock; secretary, G. A. Stevens; trustees: Alex Cumming, Jr., Bristol, Conn.; Mrs. Ralph C. Orwig, Des Moines, Iowa, and Robert Simpson of Clifton, N. J. Dr. Whitman Cross was unanimously elected honorary vice-president and Dr. J. Horace McFarland was honored by the office of President Emeritus.

Dr. Guterman of Cornell University commented upon the importance of educating the members of the Society in the proper use of the materials devised by the past four years' experiments jointly conducted by the Cornell University and the American Rose Society, for the control of Black Spot and other rose diseases.

The annual meeting came at the close of a banquet attended by more than 100 persons, which climaxed a day full of rose events. The Society visited the rose garden of Mrs. Harriet L. Foote, Marblehead, Mass., in the early afternoon, where magnificent roses were growing, such as it is believed can be seen nowhere else in the country. In the garden at Marblehead, President Richardson Wright presented Mrs. Foote with the gold medal of the American Rose Society "For the Beautiful Rose Garden She has Made."

Upon returning to Boston the Society visited the First Annual Rose Show of the Massachusetts Horticultural Society held in Horticultural Hall, in honor of the A. R. S. meeting.

On the morning after the annual meeting the party proceeded to North Easton, Mass., visiting the garden of Mrs. Louis Frothingham, going from there to the Terrace Gables Hotel at Falmouth, where as guests of the Cape Cod Horticultural Society, the rosarians were served with a delicious "Shore" luncheon, after which they called at the garden of Mr. and Mrs. Geoffrey C. Whitney, overlooking the Sound, where a magnificent collection of Hybrid Perpetual roses was examined with great interest, and a most beautiful perennial garden explored with great delight.

The party continued to the garden of Mr. and Mrs. Edwin S. Webster, Quisset, Mass., where the meeting ended in a blaze of glory among a gorgeous display of roses in the height of perfection and wealth of bloom.

G. A. Stevens, Secretary

(blooms salable) and severe malformation and chlorosis of the leaves (blooms unsalable).—N. J. Agricultural Expt. Sta.

# The Value of Keeping Cost Records

In Four Chapters—Covering Production and Production Costs—Overhead—Accurate Bookkeeping Records of all Transactions

By John Surtees, Ridgefield, Conn.

## Chapter 3 Overhead

THE question of how to distribute the overhead charges on the product is a very elusive factor in any business. With the enormous number of types, varieties and sizes the Nurseryman has to deal with, the problem for him is enhanced a hundredfold. Next to labor, overhead is the most important factor in the business and if sufficient allowance is not made in the selling price to cover this item, a loss is sure to occur. On the other hand if too much allowance is made your selling price will be too high and you will lose business. So it is very poor ethics to leave this matter to chance.

It is not too much to say that 90% of the Nurserymen in business today do not know how to figure overhead in the cost of their plants. Regardless of what they pay for the plant in the first place and regardless of what they pay for labor, they usually just guess how much to add for overhead charges. They usually simply place the same proportion on all the plants alike, in the fond hope that everything will come out all right.

Now the items that cover overhead include the following:

Administration	Clerical Staff
Management	Equipment
Rent	Commissions
Selling Expenses	Insurance
Etc.	Depreciation Etc.

The cost of all these items must all be paid for out of the selling price.

The simplest way to figure these items is to take the total amount of the direct productive labor for one year and place it against the total amount of the expenses for that year. The proportion of the expenses over the direct labor equals the percentage of overhead. For instance, supposing your direct labor amounted to \$10,000.00, and the expenses amounted to another \$10,000.00, then the overhead would be 100% over the labor.

In the previous chapter it was shown how to arrive at accurate costs of productive labor. It is also known what was paid for the plant. The problem now is how to proportion the overhead over these two items. Supposing 1000 hemlocks, 2-3', are bought at for 50c each, and planted out 5 by 5' in the Nursery. They are maintained for two years before offering them for sale. The first year the direct labor on this block would probably include the following: Plow-

ing and harrowing ground, planting, cultivating, hoeing, shearing, spraying, and other sundry items.

The second year the labor would probably only be cultivation, hoeing, shearing and spraying.

Thus, to arrive at the cost of these hemlocks at the end of the second year, including the 100% overhead, the following simple sum will give it:

First year—1000 Hemlocks 2-3'				
	Planted 5 x 5'	50c	500.00	
Labor:				
Plowing by tractor	2 Hrs.	50c	\$	1.00
Harrowing	2 "	50		1.00
Planting	200 "	35		70.00
Foreman	20 "	70		14.00
Cultivation 4 times				
	12 "	35		4.20
Hoeing once	10 "	35		3.50
Shearing	20 "	50		10.00
Spraying	20 "	35		7.00
Sundry Labor	20 "	35		7.00
			\$117.70	

Overhead 100% 117.70 \$235.40

Total cost at end of first year \$735.40

### Second year

Labor:				
Cultivation 4 times as above	\$	4.20		
Hoeing once	"	3.50		
Shearing	"	10.00		
Spraying	"	7.00		
Sundry Labor	"	7.00		
		\$31.70		

Overhead 100% 31.70 63.40

Total cost at end of second year \$798.80

It is well to state here that the item "Sundry Labor" is to take care of incidental items of labor that may occur and which it is difficult to foresee.

This figure of \$798.80 represents the cost of these Hemlocks as they stand in the ground at the end of the second year. However, through one cause or another, some of the original 1000 have died. Taking these losses at an average of 10%, this will leave 900, which means that the value of these 900, in the ground, works out an average of 89 cents each. Supposing at the end of the second year these 900 were sold; then add to this cost of 89 cents the cost of digging and loading them on trucks. This cost will approximate as follows:

10 men 200 hours 35c.....	\$	70.00
Forman 20 " 70 .....		14.00
	\$	84.00
Overhead 100 .....		84.00

Total ..... \$168.00  
Average 19c each.

This 19c, added to the cost in ground of 89c, brings the total cost to \$1.08. Bear in mind that this figure is the cost only, and if sold at anything less will mean a loss. But over and above this cost the Nursery-

man is entitled to a fair profit. Suppose it is desired to make a profit of 20%; divide the cost by 4, which equals 27c. Thus in order to make a clear profit of 20%, the plant must be sold for \$1.35, plus the cost of any delivery that may be made.

Of course it must be understood, that the figures mentioned above are only supposition. One firm's equipment may be more up to date than another's and their help more efficient, which will enable them to produce at a lower cost. The figures given are merely to show a simple method of how to arrive at the cost of any given plant.  
(To Be Concluded)

### German Garden Club Goes English

A new step in modernization will increase interest in activities of the New Orleans German Gardeners Club during 1933. The charter and by-laws of the organization were recently printed in English, after having been retained in German ever since the founding of the club in 1894. English is also to be used exclusively at the meetings and in the records.

The fact that many present members are not familiar enough with German to enable them to fully appreciate the aims and methods of this group of Nurserymen and florists in the old, untranslated version caused the change, Paul Abele, president said.

Mr. Abele was recently re-elected as the head of a group of officers who have been renamed from year to year for upwards of twenty years. It includes Henry Kraak, vice-president; Herman Rinck, secretary; John H. Rinck, treasurer.

Founded on October 3, 1894, with nine members, the club has today a membership of 39, all but five of whom are regularly in business as Nurserymen. It carries out all the functions of a local association, providing for cooperation on mutual problems, discussion of technical points, and recreation. Meetings are held on the first Wednesday of each month at the Deutsches Haus, 200 South Galvez street, New Orleans, La.—J. H.

**Landscaped Cemeteries**—Moving pictures of 106 California cemeteries were shown at a recent convention of the Retail Nurserymen's Association in Berkeley, Cal., depicting landscaping results. Prizes were awarded to the two cemeteries making the best showing.

## FOR SALE

To settle an estate, THE HILL NURSERY, Augusta, Ga., one of the two leading nurseries in the Augusta-Aiken Winter Residence Section. Founded by the late M. W. Reid, formerly of Massachusetts. Located opposite the famed Augusta National (Bobby Jones) Golf Course. Land may be leased if desired. A modest investment will secure this fine business. Terms may be arranged.

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We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

**SAXOLIN** is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.

## CHASE BAG Co.

Specialty Dept. - Cleveland, Ohio

## "PAINESVILLE NURSERIES"



ASIDE from a complete line of general Nursery stock in every department, we specialize in:

**FIELD GROWN ROSES  
FLOWERING CHERRIES  
FLOWERING CRABS  
FLOWERING THORNS  
FLOWERING CORNUS  
AZALEAS  
DAPHNE CNEORUM  
ETC.**

**MAPLES—Norway and Sugar.  
SYCAMORE, ELMS, ETC.**

Our production keeps abreast of popular demand.

Our products emphasize Quality.  
Our prices speak for themselves.

**The Storrs & Harrison Company**  
PAINESVILLE, OHIO

## Obituary

### Atwood Harvey

Atwood Harvey, one of the founders of the Williams & Harvey Nurseries, with branches at Tulsa, Okla., Kansas City, Mo., and Richmond, Va., died June 20, from bronchial pneumonia. Mr. Harvey was 47 years old.

Mr. Harvey, in partnership with F. L. Williams, started in the Nursery business in 1908. About fifteen years ago he bought out Mr. Williams' interest in the Tulsa branch. A brother, B. B. Harvey, has been associated with him in the business. Mr. F. L. Williams operates the Richmond, Va. branch of the Nurseries. A brother, Charles L., operates the Kansas City Nursery.

Mr. Harvey is survived by his widow; one daughter, Mrs. Joseph Cleary, Findlay, Ohio; and two brothers, B. B., of the Nursery, and H. C., Fort Worth, Tex.

### Charles E. Snyder

Charles E. Snyder, founder of the Preston Nursery, Preston, Minn., died June 15 from a heart attack, following a brief illness. Mr. Snyder was born April 29, 1861 at Burroak, Iowa. Following his graduation from college, he joined the Sherman Nursery Co., Charles City, Iowa, after which he went to Preston, establishing his own business, more than forty years ago.

Mr. Snyder is survived by his widow;

four sons, Clair, Cecil, Francis and Clyde, all living at Preston, and a daughter, Mrs. R. L. Kitch, Sioux City.

### Pierre M'D. Looker

Pierre McDermott Looker, landscape gardener and for a number of years an official of the F. A. Rogers Nursery and Seed store, Newark, N. J., died June 30, from a heart attack. In his work as a landscape designer, Mr. Looker specialized in creating rock gardens, for which he became widely known.

Cornelius Kevitt, 68, well-known Nurseryman and strawberry plant culturist, ended his life with gas on July 3. Ill health is believed to be the cause of the act.

### Amawalk Nursery Fire

Fire of undetermined origin destroyed several buildings and all of the equipment of the Amawalk Nursery, Amawalk, N. Y., on June 25, causing damage estimated at upwards of \$30,000. The tool-shed and garages were totally destroyed as were also three trucks, valuable tractors, ploughs, derricks, twenty tons of fertilizers, 12 large maple trees ready for shipment, tons of packing and shipping equipment and 15 tons of hay. Five horses were led to safety. The loss is partly covered by insurance, says Evelyn Smith, owner of the Nursery.

### Special Rates to World's Fair

The railroads have just announced special week-end tickets to the Century of Progress Exposition, effective July 8 and every Saturday thereafter until the close of the World's Fair. They offer a rate of 55 55/100% of the one-way rate for the round trip, good for ten days not counting date of sale. However, this offer is **not good** in Pullman, it is good only in chair cars or coaches. Returning, any trains can be used within the final limit date.

This is a very liberal offer and, if a person did not live too far away from Chicago to make a trip in the chair cars or coaches too uncomfortable, should prove a drawing card towards a contemplated visit to the Century of Progress. The railroads are co-operating splendidly in offering reasonable transportation.

### Win Prizes at Rose Show

Joseph Breck & Son, Boston, Mass., Jackson & Perkins Co., Newark, N. Y., and Cherry Hill Nurseries, West Newbury, Mass., were listed among the winners at the Rose Show, held in Horticultural Hall, Boston, at the time of the annual convention of the American Rose Society.

North Salem Nurseries, North Salem, N. Y., have been incorporated.

### TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW  
Should supersede Arborvitae for hedge purposes

**AZALEAS (EVERGREEN & DECIDUOUS)**

**MAGNOLIAS Large Flowering**

**RHODODENDRON HYBRIDS**  
and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

**BOBBINK and ATKINS**  
RUTHERFORD, N. J.

## The CANDOKA (U. S. Plant Pat. No. 51) PEACH

The "fuzzless" peach created a sensation wherever shown. We believe it to be the best peach ever discovered. Yellow, freestone, very large size, excellent quality, very attractive appearance, firm texture, good shipper.

We have an attractive, profitable sales and propagation contract to offer.  
Write for full particulars.

**COLUMBIA & OKANOGAN NURSERY CO.**  
WENATCHEE, WASHINGTON

This glorious peach was discovered by us and carefully tested over a period of seven years. Trees have been distributed to the principal peach growing districts of the U. S. and Canada.

## Details of Letter Writing

(Continued from Page 17)

of executives of importance in the organization. When letters are being sent out to salesmen, they should go out under the signature of the Sales Manager but when they are addressed to prospects, I advise that they go out under the signature of Vice-President. The very word "Sales" in the title has the effect on the prospect of seeming to be pushed.

### Inclosures

How many inclosures should be sent with a letter? In some cases, there is no limit to the number of inclosures that can be sent along with a letter. Just so long as they have definite application and can hold the interest of the prospect, send them along. I might give again the New Process Company of Warren, Pennsylvania, as an example. They often find it necessary and effective to have three, four and five inserts. However, on the majority of products—particularly expansive products—I usually try to limit the number of inclosures.

On mail going to very small towns, you can use more inclosures than with mail going to cities because people in rural communities have more time to read; they look upon advertising much as they do newspapers or magazines.

One thing to be said about inclosures is this: don't let this operation be a hurried one—particularly if your letter specifically mentions an inclosure. If your letter mentions an inclosure and the inclosure didn't get in, that one slip can kill the interest of the prospect then and there. "You will notice the illustration on the pamphlet—" but there is no pamphlet and the prospect crumbles the letter in disgust and throws it into the waste-basket.

### Names

The greatest thing in the world to you is YOU. I have said that before and I repeat it. You like to see your name in print—whether you will admit it or not. To see it in bold, printed characters gives you a comfortable, warming sort of feeling—but woe to the firm that prints it wrong—that puts an "i" where the "e" ought to be! Your first thought—and it may only be a subconscious one—is, "If he's that careless about spelling my name, he might be that careless about producing his goods or rendering a service."

### Words

In letter-writing, especially—and this is true in any form of advertising—I always recommend the use of small words; never large words. It is true that our vocabularies are all alike to the extent of words in common usage. We all have the same vocabularies up to a certain point but beyond that each and every one of us has a certain pet word or phrase or expression which is not common to the other fellow. You might read a letter and you might marvel at what a splendid letter it is and at the extensive vocabulary the writer has. Yet when you get through reading it, you find that your thoughts have been on the words rather than on the picture that the writer tried to paint with the words. You say, "I wish I could write a letter like that—" but your mind has been on the composition of the letter rather than the purpose of the letter.

After writing a letter, read it and re-read it. Make certain that every word in the letter is a word that will be readily understood by your prospect so that he will not have to wonder what you are talking about. And even though you are sure that the word is easily understood, if it is a long, ungainly word, TAKE IT OUT. Every advertising agency and every advertiser ought to have a thesaurus—NOT to find new words or unusual words but to find SIMPLE words to take the place of long words. Remember what Lincoln said: "Make it so the masses will understand and others will not misunderstand."

It is a great satisfaction to have a large vocabulary—I wish I had one—but don't try to use it in your letters. Use only those words that are needed for the most effective expression of your thoughts, for the most vivid description of the picture you wish to convey. You don't need a tremendous vocabulary to write effectively.

The above article is a collection of excerpts from Lesson XII in a Course on Sales Letter Writing and the Fundamentals

of Direct Mail Advertising, the author of which is Ben Sweetland, a foremost authority in the advertising field. Mr. Sweetland has been studying for ten years to ascertain the reason why some pieces of direct mail produce results and why others fail. All of the experience thus gained has been reduced to a few simple fundamentals which, when applied to the writing of sales letters and the creation of direct mail advertising, invariably increases returns.

These Lessons, ten in all, tell very vividly and in every day language just what every person, who does any letter writing at all, has always wanted to know. The principles of writing a good letter are so simple that they apply to every line of business endeavor. Lesson 1, "Facts Before Figures", consists of a general discussion of sales letters—what they are and what they should do; Lesson 2, on "Success Consciousness", is one of the most highly praised lessons in the course as to immediate and direct returns to the reader. In these days especially, the attitude of a letter writer's mind is of paramount consideration. Lesson 3 relates to "The Fundamental Law of Giving"; Lesson 4 deals with a "Study of the Market". Lesson 5, "Study of the Product" lists facts the letter-writer should know regarding the product before doing any sales work, and not the least important of these is "pricing the product right." Lesson 6 on "Cause and Effect" determines the sales angle around which a letter should be built. Lesson 7 on "The Big Little Details", from which we have reprinted portions of the text in the above article, speaks for itself. Lesson 8, "Coordinating Mediums"; Lesson 9, "Laying Out the Campaign"; and Lesson 10, "Format of Mailing Pieces", complete the course and give the reader a feeling of surer ability in producing a successful sales letter.

A striking feature of this particular course is the way in which it holds a reader's interest. The principles are discussed in a conversational manner, frequently and aptly illustrated by actual examples; this is no dry, studious reading; it is interesting matter so well arranged as to lure a reader onward through lesson after lesson at one sitting.

This course designed to sell at \$50, is offered to American Nurserymen readers, on open account for five days' approval, for \$7.35. The publishers are Gerding Publishing Co., 421 N. 8th St., St. Louis, Mo.

## Invitation for Bids

Office of the George Rogers Clark Sesqui-centennial Commission, State Library and Historical Building, Indianapolis, July 7, 1933. Sealed bids in triplicate will be received at this office until 2:00 P. M. Central Standard Time, July 24, 1933, and then and there publicly opened for furnishing all labor and material and performing all work for the following projects at the George Rogers Clark Memorial Grounds, Vincennes, Indiana: (Item a) Drainage, Walks, Steps and Retaining Walls; (Item b) Underground Sprinkler System and Pumping Plant; (Item c) Street Paving, Curbs and Drains; (Item d) Lighting of Grounds; (Item e) Trees, Plants and Lawns. Bids for one or more of the above items are to be submitted separately and contracts awarded separately. Plans and specifications may be seen, or obtained at the office of Bennett, Parsons & Frost, architects, 80 East Jackson Boulevard, Chicago, on deposit of \$2.00 for each set. George Rogers Clark Sesqui-centennial Commission, C. B. Coleman, Executive Secretary, State Library and Historical Building, Ohio and Senate Avenue, Indianapolis, Indiana.

### J. & P. Co. Entertains

About 100 Rochester rosarians visited the rose gardens of the Jackson & Perkins Co., at Newark, N. Y., June 24, and were greeted by a marvelous display of climbing roses, hybrid perpetuals, hybrid teas, and in addition a gorgeous showing of towering delphiniums.

The visitors were met and escorted throughout the gardens by President C. H. Perkins and J. H. Nicholas, research expert.

Methods in the development of new roses and propagating work in the greenhouse were demonstrated to the rosarians. Gardens where new varieties are being given tryouts were visited and several roses to be introduced next fall won marked approval along with more familiar varieties.

The Utah Nursery & Seed Co., 2190 S. State St., Salt Lake City, Utah, has been under new management for the past three months. C. R. Smith is manager. This nine-year-old Nursery now has 94 acres planted to a general line of Nursery stock, doing both wholesale and retail business.

If it relates to the Nursery Trade send it in.

## CLASSIFIED ADVERTISING DEPARTMENT

### NURSERY STOCK

#### SPECIMEN EVERGREENS, B. & B.

Colorado Blue Spruce (Blue), 5-6 ft. ....	\$3.00
Colorado Blue Spruce (Green) 4-5 ft. ....	1.00
American Arborvitae, 5-6 ft. ....	1.00
Douglas Fir, 4-4½ ft. ....	1.00
White Spruce, 5-5½ ft. ....	1.00
Norway Spruce, 5-6 ft. ....	1.00
Rhododendron Maximum (3 ft. spread) ....	1.50

#### BLACK LAKE NURSERY

Edward Fry White Lake, N. Y.

New Crop northern evergreen seeds, direct from the collector. Best quality seeds, lowest prices, eighth year. Orders booked now for fall delivery. List on application. K. J. Braden, Gray, Maine.

California Privet, Lombardy Poplars, Oriental Planes, Shrubbery, Evergreens, Perennials, etc., at special prices. Westminster Nursery, Westminster, Md.

Tennessee Natural Peach Seed—About 7000 seeds to the bushel. (The kind that germinate). Ask for prices. Southern Nursery Co., Winchester, Tennessee.

Japanese Cherries and Crabs, up to 12 feet; Magnolias, Lennel and Soulangiana, up to 10 feet. A. E. Wohlert, Narberth, Pa.

### NURSERY ACCESSORIES

Nursery Tools, Leonard Full-strapped Spades, Kunde Knives and Shears, Budding Supplies. Free 80-page wholesale catalogue illustrates 600 tools. A. M. Leonard & Son, Piqua, Ohio.

### BUSINESS OPPORTUNITIES

Nursery For Sale—Due to death of owner, old established Nursery, good business, in splendid orchard and fruit district, for sale. Will consider good securities; clear property. Write B-25, American Nurseryman.

Situation Wanted—Have had nine years' experience in Nursery, greenhouse and landscape with landscape firm growing own stock. Can propagate and grow general run of greenhouse and Nursery stock. Also draw simple landscape plans. Have been superintendent last five years. References. Address B-26, American Nurseryman.

Rock Gardens, by F. F. Rockwell. Tells just where and how to make a rock garden, what plants to use and where to put them. \$1.00 postpaid.

Garden Pools, Large and Small, by L. W. Ramsey and C. H. Lawrence. Practical information on design, construction, planting, and care. \$2.50 postpaid.

Climbing Roses, by G. A. Stevens. Discussed from the standpoint of intimate knowledge of suitable varieties for all uses. Includes record of all climbing roses described since 1900, with description of the rose and originator's name. \$2.00 postpaid.

Down the Garden Path, by Beverley Nichols. Wherever you live and whatever your garden interests, you'll enjoy this best-seller garden adventure of a famous writer. So will your friends. Told with humor, charm, and real garden insight. "Beg, buy, borrow, or steal it," says the Garden Club of America. Cloth, illustrated, 303 pages. \$2.60 postpaid.

The Garden Notebook, by Alfred Putz. Illustrated handbook of home gardening for each week of the year. Includes houseplants and every operation of the small home garden—soils, insects, fertilizers, bulbs, seedlings, cuttings, pruning, lawns, borders, and rock gardens. Working drawings show just what to do and how. Cloth, 212 pages. \$1.60 postpaid.

My Garden, by Louise Beebe Wilder. How to keep the garden blooming in every season. Written for amateurs by an authority. Includes roses, irises, lilies, annuals, shrubs, vines, and herbs. Cloth, 317 pages, fully illustrated. Formerly \$3.00, now only \$2.10 postpaid.

Hortus, by L. H. and E. H. Bailey. The Last Word on Plants. A dictionary in the true sense of the word, with information on 22,000 genera, species and varieties of ornamental, fruit and vegetable plants in cultivation in North America today. \$10.00 postpaid.

Lilacs in My Garden, by Alice Harding. The information in it is the result of years of practical work with the lilac in author's own garden, in addition to observation, study and inquiry elsewhere. A valuable addition to gardening literature. \$1.50 postpaid.

When writing advertisers, say you saw it in the American Nurseryman.



## TRADE ANNIVERSARIES

The following Nursery concerns are celebrating their anniversaries this year.

*Let us know when you celebrate yours.*

**Diamond Jubilee**

Fremont Nursery, Fremont, Ohio

**Golden Anniversary**

Porter-Walton Co., Salt Lake City, Utah

**Twenty-Fifth Birthday**

Arcadia Nursery, Kansas City, Kan.

Buskirk's Independence Nurseries, Independence, Ohio

Dixie Rose Nursery, Tyler, Tex.

F. W. Dixon, Holton, Kan.

North Shore Gardens, Muskegon, Mich.

Portland Rose Nursery, 7240 S. E. Division, Portland, Ore.

Snyder Bros., Center Point, Ia.

Twin City Floral, Rt. 1, Box 32, Centralia, Wash.

**Ten-Year-Olds**

Bunce Nursery, Yuba City, Cal.

L. C. Fields, Edwardsville, Kan.

Midwestern Landscape Co., Anderson, Ind.

G. A. Riner, 1041 W. Douglas, Freeport, Ill.

Tyler Floral Co., Lakeland, Fla.

Wood-Howell Nurseries, Bristol, Va.

**Soil-Erosion Stations**

The erosion-control stations set up by the United States Department of Agriculture to study and develop control methods effective in various types of soil serve not only for research and experiment but also for demonstration and education. At all the stations there is a more or less constant stream of visitors, many of them farmers who are considering terracing land to save it from destructive washing.

## Roses For Registration

**Comet**—Climbing Polyantha. P. R. Bosley, Mentor, Ohio. A sport of Gruss an Aachen. An ever-blooming climber or pillar rose growing from 6 to 8 feet high if heavily pruned. Reported to be perfectly hardy in Mentor. Flowers are flesh pink and salmon yellow, very much like its parent and are produced in three blooming periods throughout the season.

**Mrs. Arthur Curtiss James**—H. W. Originated by Walter D. and Josephine Brownell of Little Compton, R. I. Registered by Jackson & Perkins Company, Newark, New York. A seedling of Mary Wallace x Pernet seedling. This is a vigorous climbing rose. Very fine glossy foliage and open, semi-double flowers 3 to 3½ inches across, of brilliant sun flower yellow. It is fragrant and the flowers are produced liberally in spring and occasionally thereafter. The bloom is similar to Mary Wallace in form and size, but differs in color.

**Mrs. Franklin D. Roosevelt**—H. T. Originated by Traendly & Schenck, Rawayton Greenhouses, Inc., and registered by Frank H. Traendly, New York City. A sport of Talisman resembling it in type of growth and bloom, and very large golden yellow flowers of moderate fragrance. Reported to resemble Joanna Hill in color and shape, and to be as free-flowering and vigorous as Talisman.

**Mrs. Jennie Deverman**—H. T. Originated and registered by Harry Deverman, Clifton, N. J. A sport of President Herbert Hoover resembling the parent in its vigorous growth and shape of flower which is cerise with gold at the base of the petals and silver at the tips.

**Mrs. J. D. Eisele**—H. T. Originated and registered by Howard & Smith, Montebello, California. A seedling of Premier and McGredy's Scarlet. The plant is upright with heavy foliage. Free-growing and hardy. Buds are long-pointed, and regular camellia type. Flowers are very large with 50 to 80 petals. The color is cherry-rose with scarlet glow. Intensely fragrant. Similar to Premier Supreme, but richer in color and freer in growth and bloom, and has better lasting qualities when cut.

**Black Knight**—H. T. Originated and registered by V. S. Hillock, Arlington, Texas. A seedling of Ami Quinard x Chateau de Clos Vougeot. An upright plant of normal Hybrid Tea habit, and foliage. Pointed buds and slightly cupped flowers with 30 to 35 petals. The color is deep velvety crimson becoming almost black with age. Fragrance strong and pleasing. Free blooming and lasts well when cut. Claimed to be better in form than Ami Quinard and does not burn as badly, and the plant is more upright than Chateau de Clos Vougeot.

## COMING EVENTS

July 18-20, annual meeting, American Association of Nurserymen, Hotel Stevens, Chicago, Ill.

July 25, summer meeting, Oklahoma Nurserymen's Association, at A. & M. College, Stillwater.

Aug. 14, annual meeting, Virginia Nurserymen's Association, Alexandria.

Aug. 16-17, annual meeting, South Carolina Florists & Nurserymen's Association, Poinset Hotel, Greenville, S. C.

Aug. 18, summer meeting, Ohio Nurserymen's Association, Lake Ridge Island Resort, Russell's Point, Indian Lake, Ohio.

Aug. 30-31, annual meeting, Southern Nurserymen's Association, Casa Marina Hotel, Jacksonville Beach, Fla.

Aug. 1933, annual meeting, Arkansas Nurserymen's Association, Fayetteville.

Sept. 1, annual meeting, Association of Kansas Nurserymen, Lawrence.

Sept. 6-7, annual meeting, Southwestern Association of Nurserymen, Marlin, Tex.

Sept. 7-8, annual meeting National Shade Tree Conference, Botanical Gardens, Bronx Park, New York City.

Sept. 18-20, annual meeting, California Association of Nurserymen, Oakland.

Dec. 1933, annual meeting, Tennessee Nurserymen's Association, Nashville.

## Fair Replacement

An American Nurseryman subscriber wants to know what other trade members consider as a fair way of replacement. What do you say about it? What is your opinion?

## ADVERTISE

Your Quality Stock  
At Quality Prices

and you will find, as other advertisers do, that there is always a market for QUALITY GOODS.



## The American Nurseryman

affords the logical medium through which to dispose of your stock to the trade, or to fill your own "shorts".

EXCLUSIVELY THE  
NURSERYMAN'S JOURNAL

Ask for advertising rates and closing dates

HILL  
EVERGREENS

Famous Since 1855



Members American Association of Nurserymen

## D. HILL NURSERY CO.

A. H. HILL, President

Evergreen Specialists—Largest Growers in America

DUNDEE, ILLINOIS

## American Bulb Company

Importers and Growers of  
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy  
Lilies, Manetti, Lily of Valley, Spagnum Moss.  
Send For Free Catalogue.

31-37 W. 27th St.  
New York City

1335 W. Randolph St.  
Chicago, Ill.

LABELS FOR NURSERYMEN  
THE BENJAMIN CHASE COMPANY  
DERRY, N. H.

# President Roosevelt's Administration

with its promise of an immediate "New Deal" for American Business  
is emphasizing the need for plans and action within the ranks of every industry.

**The Government is urging** trade leaders to come forward with suggested plans and codes of trade practice.

**The American Nurseryman is urging** trade members to make their plans NOW for fall publicity and returning good business. Fellow Nurserymen don't know what you have to sell until you tell them. The best way to do so is through the columns of the lively

**AMERICAN NURSERYMAN—The Rialto Where Tradesmen Meet**

**SEND ADVERTISING COPY NOW—ONE INCH OR MORE—AND BE REPRESENTED  
HERE'S YOUR CHANCE TO BE IN LINE**

"Judiciously planned advertising is one of the most indisputably effective instruments with which to combat commercial depression

**"ADVERTISING IS A BUSINESS ACCELERATOR OF PROVED POWER.**

"It keeps goods moving. It inspires confidence. It creates or augments good will. In order to accomplish these beneficent results, advertising must strike the public consciousness unremittingly. Any abrupt hiatus, any extended absence of the advertiser's message may be disastrous."—Dr. Julius Klein, Assistant Secretary of Commerce, Washington, D. C.

**FORMS FOR CONVENTION ISSUE (August 1) CLOSE JULY 25th-27th**

*Where Advertising Is Not Expensive*

**AMERICAN FRUITS PUBLISHING COMPANY P. O. Box 124 ROCHESTER, N. Y.**

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo.  
Alabama Nurserymen's Association—H. A. Pauly, Secy., 3915 Beasemer Blvd., Birmingham.

Arkansas Nurserymen's Association—W. M. Moberly, Secy., Sulphur Springs.

California Association of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Secy., Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Georgia Nurserymen's Association—J. Slater Wight, Secy., Cairo.

Idaho State Nurserymen's Association—Sidney A. Nelson, Secy., Boise.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—Clifton Sammis, Secy., Huntington, L. I. Hold monthly meetings.

Association of Kansas Nurserymen—Chas. Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Affton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Association—Charles J. Maloy, Secy., 209 Linden St., Rochester.

North Carolina Association of Nurserymen—John Van Lindley, Secy., Pomona.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Nurserymen's Cooperative Association—W. C. Griffing, Secy., Beaumont, Tex.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, Secy., 5310 Belle Isle Ave., Oklahoma City.

Oregon Nurserymen's Association—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash.

Pennsylvania Association of Nurserymen—H. L. Haupt, Secy., Hatboro, Pa.

Portland Nursery Club—A. M. Doerner, Secy., Doty & Doerner, Portland.

Retail Nurserymen's Assn., of U. S.—W. G. McKay, Secy., Madison, Wis.

Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, Secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, Secy., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, Secy., Irvington.

Southern California Nurserymen's Ass'n.—Chas. N. Kelter, Secy., 159 So. Balm Dr., Beverly Hills, Cal.

South Carolina Florists' & Nurserymen's Assn.—William DeLoach, Secy., Columbia.

Southern Nurserymen's Association—W. C. Daniels, Secy., Charlotte, N. C.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, Secy., Knoxville.

Twin City Nurserymen's Association—J. Juel, Secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, Secy., Pardeeville.

## THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.  
With a record of fifty-six years of service.  
Practical departments and active committees.  
National conventions of inestimable value.

President—Paul S. Stark, Louisiana, Mo.

Write **CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars**

1933 CONVENTION, JULY 18-20, CHICAGO, ILLINOIS

Unite with other Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President—Lester C. Lovett, Little Silver, N. J.